



**EASY BREWS**

June 4, 2017



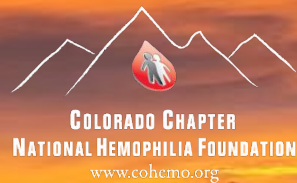
**Beer Festival**  
Arapahoe County Fairgrounds, Aurora CO

**2017 SPONSORSHIP  
OPPORTUNITIES**

The first annual Easy Brews Beer Festival will take place June 4, 2017 at the Arapahoe County Fairgrounds in Aurora, CO. An expected 750 attendees will partake in good beer, good eats and live entertainment throughout the day. Easy Brews celebrates the National Hemophilia Foundation (NHF), the only organization in Colorado dedicated to to the physical and psychosocial well-being of people with hemophilia.

Easy Brews aims to raise awareness and funds for the blood disease while also helping NHF's program Backpacks & Bleeders - which is dedicated to encouraging families, young adults, and men and women who have struggled with a bleeding disorder to participate in play and engage in an active lifestyle.

**#gettingbleedersonmountains**



# CAPITOL PEAK EVENT PRESENTING SPONSOR: \$5,000

- Prominent logo placement on commemorative tasting cup
- Brand inclusion on all advertising collateral
  - Signage
  - Email
  - Social Media
  - Press Releases
  - Event Website
  - Volunteer T-Shirts
- Included on festival Banner with Presented by “Company Logo”
- 20x20 dedicated floor space for booth placement to maximize visibility
- Exclusive inclusion in event swag (TBD)
- Live mentions of sponsor throughout the event
- Guaranteed brand exposure of up to 750 attendees through venue doors
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- Potential for long-term sponsorship agreement with Easy Brews
- Post-Festival Exclusive Email to all attendees with sponsor messaging and CTA
  - OR receive opt-ins from Easy Brews subscriber list
- NHF Program Sponsor
  - Mile High Camp (logo recognition on camp webpage and email marketing)
  - 3 Backpacks & Bleeders program events (appropriate sponsorship recognition to be determined)
- 10 complimentary tickets to event

# PYRAMID PEAK VIP SPONSOR: \$3,500



- Brand inclusion on all advertising collateral
  - Signage
  - Social Media
  - Press Releases
  - Event Website
- Sponsorship of VIP Tent / Area
- 20x20 dedicated floor space for booth placement to maximize visibility
- Logo placement on event banner
- Special display signage at various locations within venue
- Guaranteed brand exposure of up to 750 attendees
- 10 complimentary tickets to event

# STAGE SPONSOR: \$2,500

- Exclusive stage naming rights
- Stage Banner to maximize visibility
- Additional 10x10 dedicated floor space for booth placement within the event
- Logo placement on event banner
- Recognized as Sponsor on the website and social media
- Guaranteed brand exposure for all attendees
- 6 complimentary GA tickets to event
- Potential for long-term sponsorship agreement with Easy Brews
- Brand inclusion on all advertising collateral
  - Signage
  - Social Media
  - Press Releases
  - Event Website

*Wake Up and Live, A Bob Marley Tribute, is confirmed to perform at Easy Brews.*

# MAROON PEAK (x2): \$1,200

- 10x10 dedicated floor space for booth placement to maximize visibility
- Logo placement on event banner
- Brand inclusion on all advertising collateral
  - Radio
  - Signage
  - Social Media
  - Press Releases
  - Event Website
- Guaranteed brand exposure of up to 750 attendees
- Potential for long-term sponsorship agreement with Easy Brews
- 6 complimentary tickets to event

## CONUNDRUM PEAK (x2): \$750

- 10x10 dedicated floor space for booth placement to maximize visibility
- Logo placement on event banner
- Recognized as Sponsor on the web site with link to your site
- Guaranteed brand exposure of up to 750 attendees
- 4 complimentary tickets to event





# QUANDARY PEAK: \$300

## Option 1: Event Promotions

- 10x10 dedicated floor space for booth placement to maximize visibility
- 2 Complimentary tickets to event

## Option 2: Digital Promotion

- Recognized as Sponsor on the web site
- Mentions on Social Media
- Guaranteed brand exposure of up to 750 attendees
- 2 Complimentary tickets to event



# CONTACT US!

If you are interested in sponsoring this year's Easy Brews Beer Festival, please email [info@rootedspace.com](mailto:info@rootedspace.com). Additionally, if you would like to participate in sponsorship on a larger scale we would love to talk further and can build you a custom sponsorship package as needed.

[www.cohemo.org](http://www.cohemo.org) • [www.rootedspace.com](http://www.rootedspace.com)

